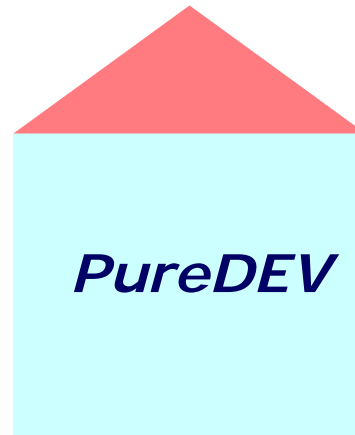


# **A brief introduction**

**2007**

- PureDEV has been started in 2006 by a group of ex-Adobe software professionals with the primary aim of providing services around Adobe products and technologies.
- Members of PureDEV have spent many years at Adobe designing developing world class products and doing technology research. PureDEV has more than 100 man-years of cumulative product development experience on Adobe technologies. Members of PureDEV own a number of patents.
- Our deep expertise in Adobe technologies and products can be leveraged by our clients to develop complex and unique solutions around Adobe products. Product customization, systems integration and custom product / solution development are part of our service offering.

**Specialization:  
Adobe Technologies & Products**



**We specialize on complete range of technology solutions from Adobe**

For Banking & Financial services, Telecommunications, Retail, Manufacturing and Life Sciences

- *e-paper, PDF, print, publishing*
- *Business process management*
- *Digital imaging, audio & video*
- *Rich Internet Applications*
- *Enterprise mobile applications*

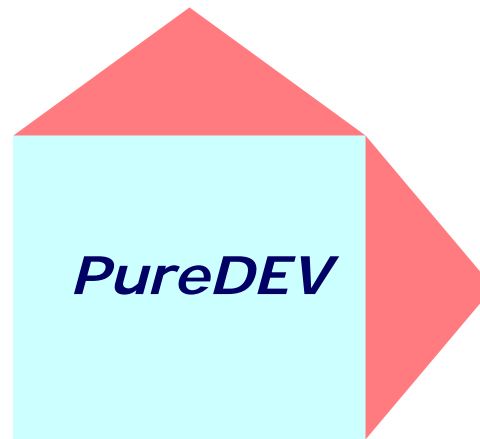
**We specialize on complete range of products from Adobe.**

Some of these products are -

- *Acrobat family of products*
- *LiveCycle*
- *Creative Suite family of products*
- *Flex*
- *ColdFusion*
- *Breeze*
- *etc. etc.*

We provide customization, enhancement, systems integration and solution development services around these products.

**Specialization:  
Adobe Technologies & Products**



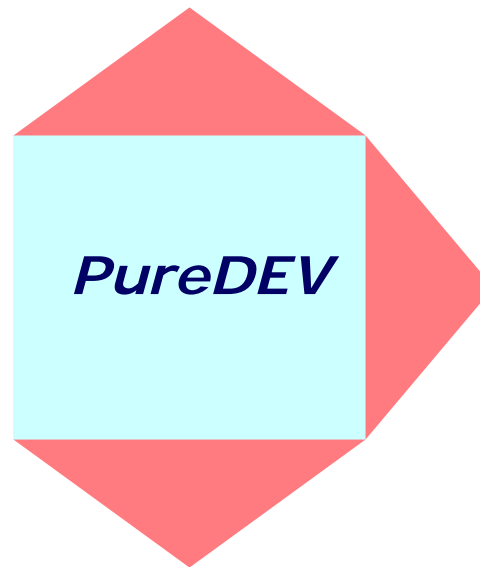
**Expertise:  
Product Engineering**

- We are a very strong team to provide outsourced product engineering services. Our members have worked at world renowned software product companies for many years.
- Our members have created products from scratch as well as taken existing products through multiple versions.
- Our members have integrated world class products to create superior user experience e.g. integration of Microsoft Office with Adobe Acrobat product, integration of Microsoft Office with Intuit QuickBooks product etc.
- We are thoroughly versed with product development methodologies and processes.
- We have a strong product testing team and can bring you the best of product testing practices as followed by leading product companies.

- Product development in C, C++, Java on MS Windows platform in Banking & Financial services, Telecommunications, Retail, Manufacturing and Life Sciences
- Product development in C, C++, Java on Symbian, Pocket PC, Palm platforms
- Custom component development in C, C++, Java to augment a product
- Core component development in C, C++, Java

We welcome the challenge of a complex product development assignment.

**Specialization:  
Adobe Technologies & Products**



**Expertise:  
Product Engineering**

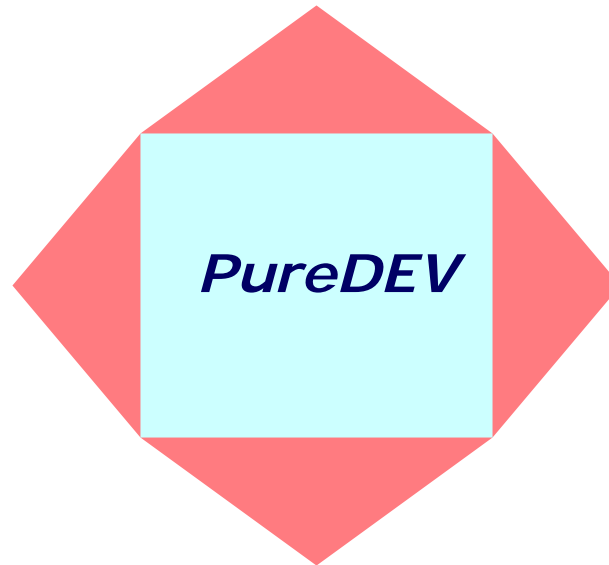
**R&D for new product / technology**

- Our members have done significant research for creating new technology / product concepts / features.
- Such research is rewarded with a number of patents that our members hold.
- Many of our members have Computer Science background from the famous Indian Institute of Technology. Some of them have also done formal research to obtain Ph.D. degrees.

We are well-positioned to undertake R&D assignments.

**Specialization:  
Adobe Technologies & Products**

**Generic:  
Software Services**



**Expertise:  
Product Engineering**

**R&D for new product / technology**

## Business Optimization

### • *Operational Business and IT Strategy*

Application Alignment and Simplification

Architecture Assessments

Portal Strategies

### • *Process Analysis and Optimization*

Business Process Mapping

Best Practices Benchmarking

Process Prototyping

Process to Application Mapping

## Technology Design and Implementation

### • *Application Design and Development*

Requirements Definition

Rapid Prototyping

Application Architecture Design

Technical Infrastructure Design

Application Development

Quality Assurance and Testing

System Validation

### • *Program and Project Management*

Standards Definition

Process Definition

Vendor Coordination

SLA Monitoring

### • *Operations Support*

Application Monitoring

Application Enhancement

Performance Reporting

Change Management

Configuration Management

Capacity and Contingency Planning

- **Best-in-class expertise in the chosen field:** We offer the second best option in the field of Adobe technologies. The best choice will be the core R&D team of Adobe. Unfortunately they are not available to provide you services. We belonged to the same R&D team, but we decided to form a company to provide you services.
- **Accountability:** We do whatever it takes to meet our client's business objectives.
- **Best tools, technologies and processes:** We believe in using the best to produce the best.
- **Disciplined project and program management**
- **Competitive value pricing** through our pragmatic approach to project staffing which will ensure that the project team is structured to be extremely efficient
- **Flexibility and "Make It Happen" Ethic and Attitude** – This ethic is shared by all employees and management at PureDEV

Can we be of any help to you?

Contact us:

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